



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Nantucket on 10th Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Nantucket on 10th

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Nantucket on 10th.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Del Mar, CA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640
 HALF PAGE: \$1,820
 QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Sotheby's
 International Realty
 Broker: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's best.
 Explore our exclusive collection of inspiring homes.

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West penthouse is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, from the marble-clad kitchen to the custom-made furniture. This is an unparalleled opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to represent this exceptional property. Call Sotheby's International Realty for more information.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$2,400,000.00

510 Park Avenue, 15/16
 This residence in the sky straddles 2,000 sq. ft. of spectacular views overlooking New York City's most prestigious address. This is an unparalleled opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to represent this exceptional property. Call Sotheby's International Realty for more information.

New York, New York
 \$2,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$2,000,000.00

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a true masterpiece of modern luxury living. Every room is meticulously finished with the finest materials, from the marble-clad kitchen to the custom-made furniture. This is an unparalleled opportunity to own a piece of New York City's most prestigious address. Sotheby's International Realty is proud to represent this exceptional property. Call Sotheby's International Realty for more information.

New York, New York
 \$1,500,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 Email: sothebys@sothebysrealty.com
 \$1,500,000.00

95

DIGITAL

SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

[enter areas here]

California, Illinois, New York, Massachusetts, Florida

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

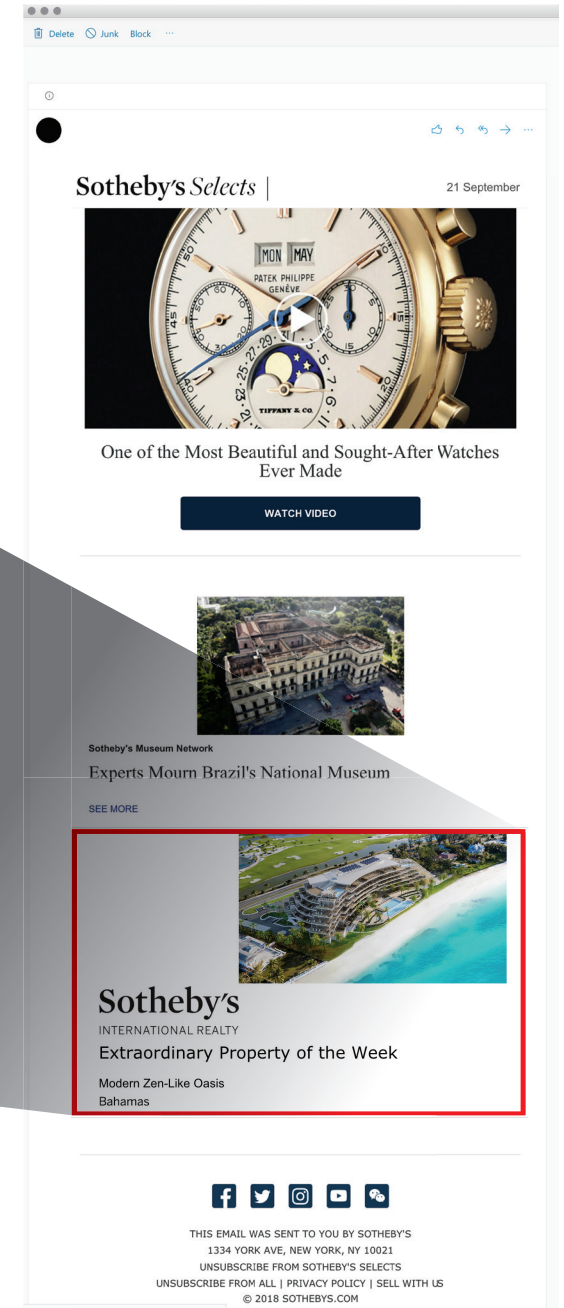
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)



Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)

Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Nantucket on 10th**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY®

VOGUE

ELLE DECOR

THE WALL STREET JOURNAL.

E L L E

Forbes

BARRON'S



FORTUNE

Condé Nast
Traveler

TRAVEL+
LEISURE



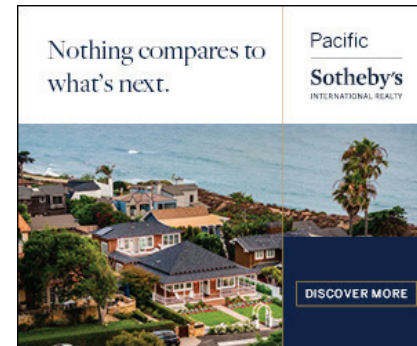
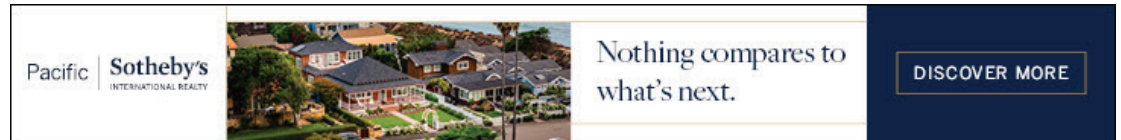
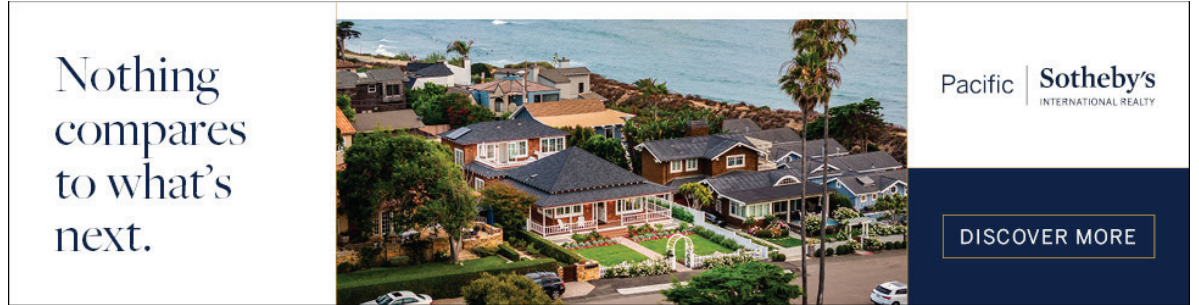
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

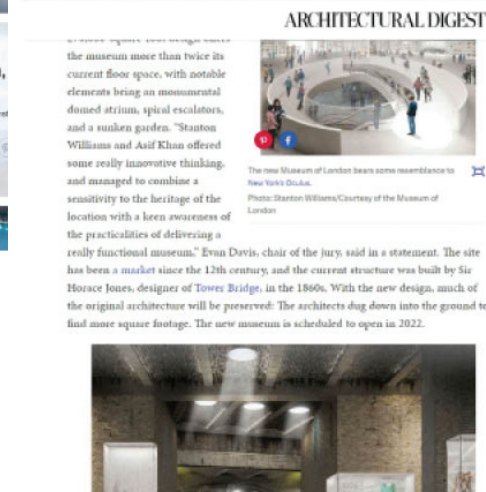
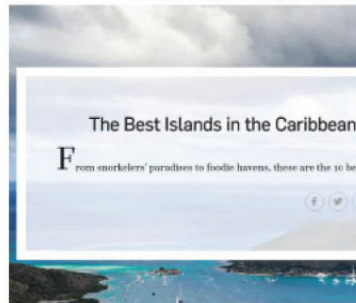
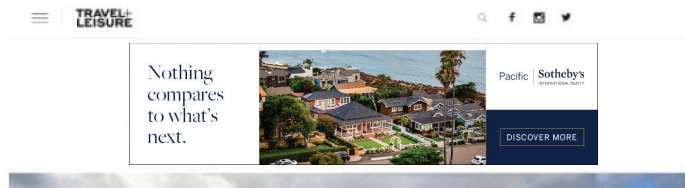
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

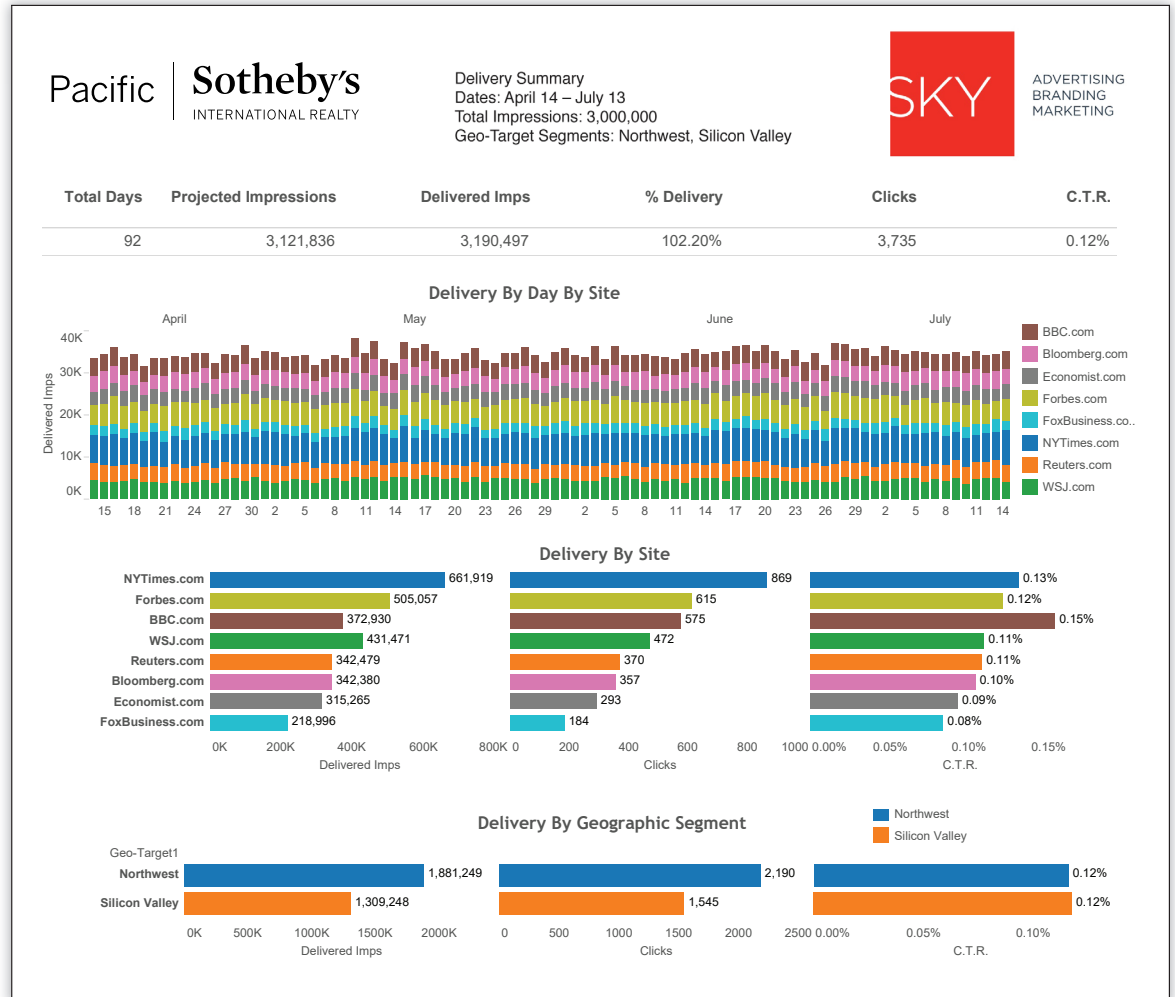


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, Hawaii.

The program, with a projected start date of September 15th and will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, and Hawaii in a premium editorial environment on top lifestyle, travel, design and business/finance and news websites.
- A custom intent banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Del Mar, Rancho Santa Fe, La Jolla, Dana Point and Carlsbad Real Estate and living in San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, and Hawaii.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, LATimes.com, Bloomberg.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

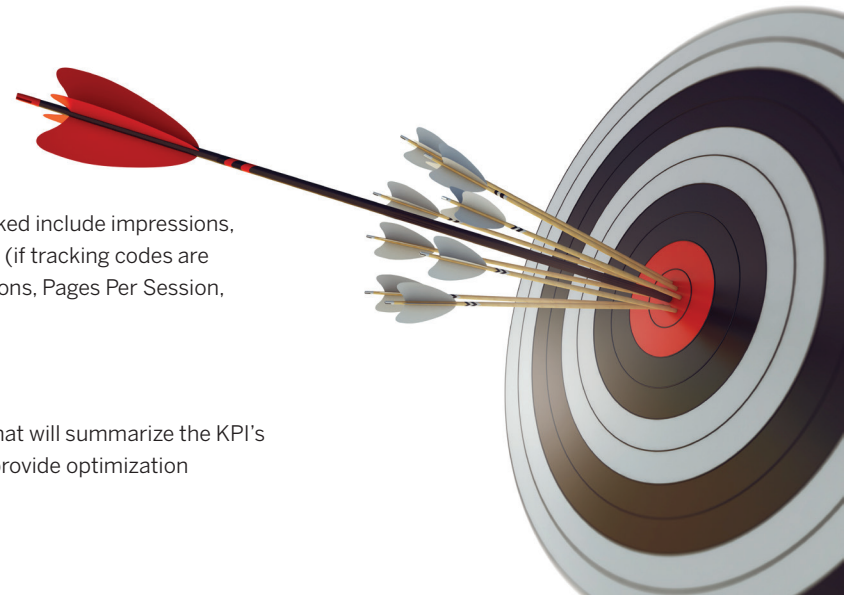
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



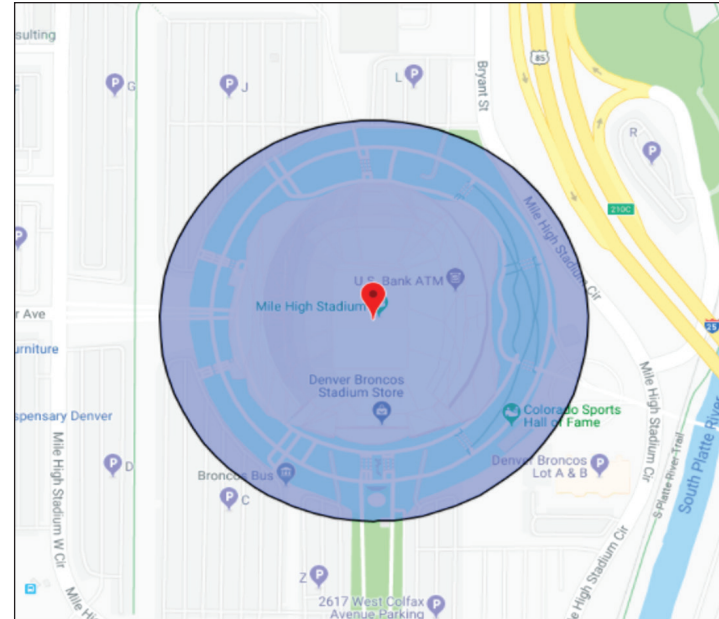
Impressions Scheduling

		Pacific SIR - Nantucket on 10th - 119 10th ST																	
Media	Geo-Target	September				October				November				December				Impressions	
		01	08	15	22	29	05	12	19	26	05	12	19	26	02	09	16		23
Vogue.com	San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, Hawaii																		200,000
Elle.com																			
Elledecor.com																			
ArchitecturalDigest.com																			
TravelandLeisure.com																			
CNTraveler.com																			
Forbes.com	San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, Hawaii																		650,000
Fortune.com																			
Investors.com																			
Barrons.com																			
Reuters.com																			
CNBC.com																			
WSJ.com																			
Custom Intent - Del Mar area Real Estate	San Francisco, Los Angeles (Malibu specifically), Chicago, New York, Boston, Miami, Hawaii																		650,000
Total Digital																		1,500,000	

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

Comprehensive Digital

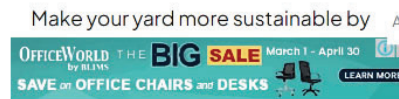
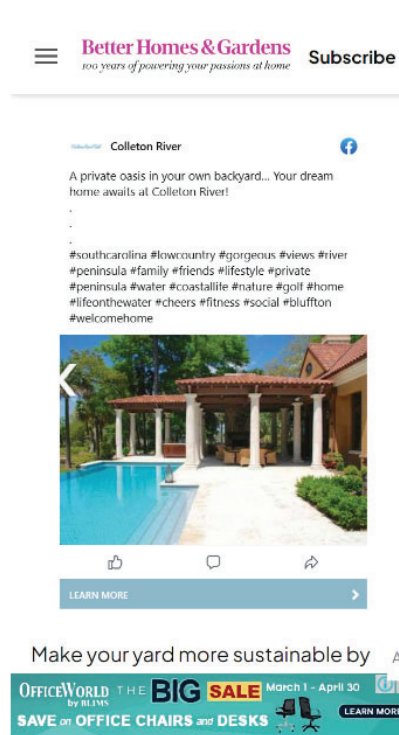
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

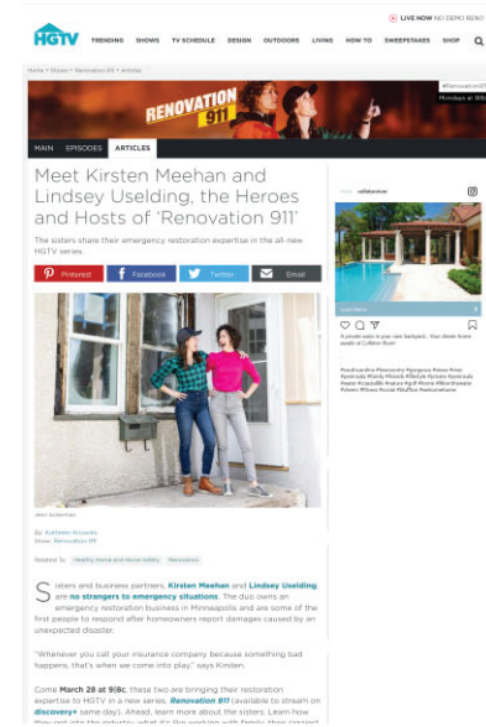
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million



Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,275



Sotheby's
INTERNATIONAL REALTY

Explore the latest luxury properties in the Bay Area
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.




The Epitome of Luxury Bay Living
44523 Vista Grande Court, Fremont, CA
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.
[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44989 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.
[View Property](#)



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[View Website](#)

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Alternatively, mail your request to PO Box 34528, Seattle, WA 98124-1628

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)

650 FIFTH WORKING UNDER YOUR TERMS. NEW HIGH-END PRE-BUILT SUITES AVAILABLE. RANGING FROM 2,833 - 6,475 SF. LEARN MORE. CUSTOMER & ACCESSIBLE

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
READ THE COLLECTION. [LEARN MORE](#)

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers
Lawmakers should return to the drawing board rather than set up a seesaw approach
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAINS NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers

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Elite Traveler

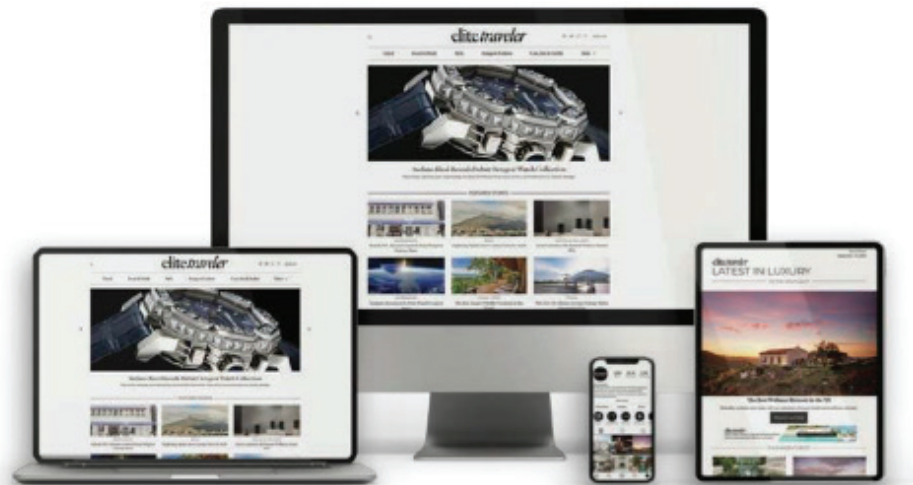
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

E-NEWSLETTER

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There's also a 'JAMES SPOTTING' section with a photo of a duplex and a 'RICH LIST' section featuring a yacht. The bottom part of the page has 'LATEST STORIES' with an image of a red sports car and several text-based articles.

This screenshot displays the real estate section of JamesEdition.com. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a large image of a modern interior with the caption 'THE PENTHOUSES AT GOLDEN PEAK'. A sidebar on the right provides information about JamesEdition's real estate services. The main content area is titled 'Featured luxury properties' and shows a grid of property listings with images and brief descriptions, such as '5 Bedrooms - Pent...', 'Elegant French Styl...', and 'Magnificent Seclu...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers.

jamesedition.com

ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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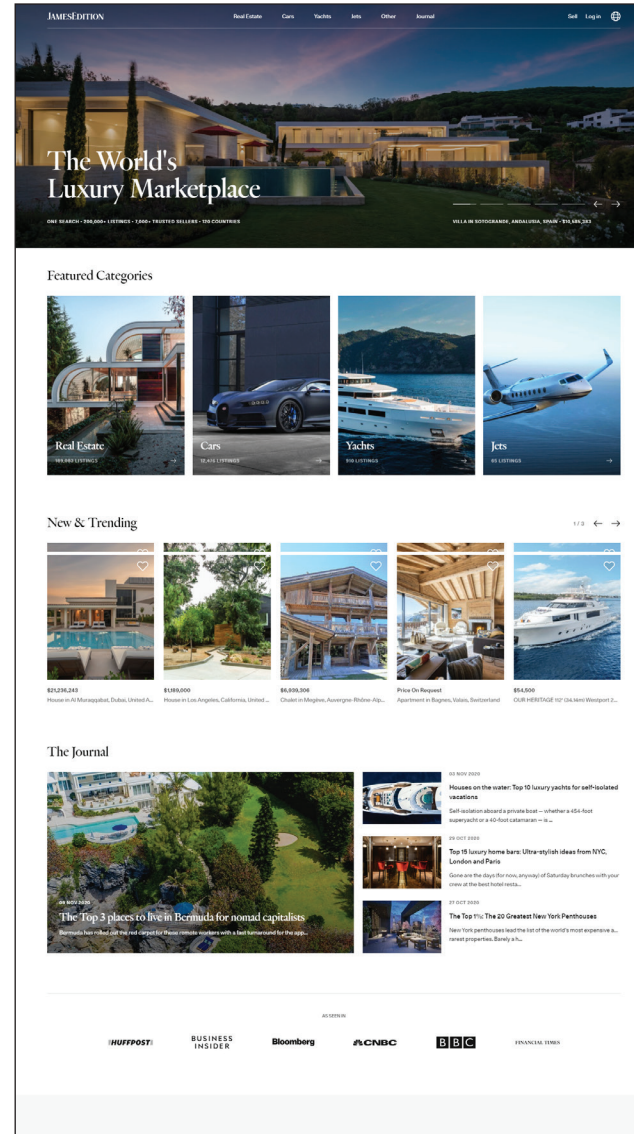
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

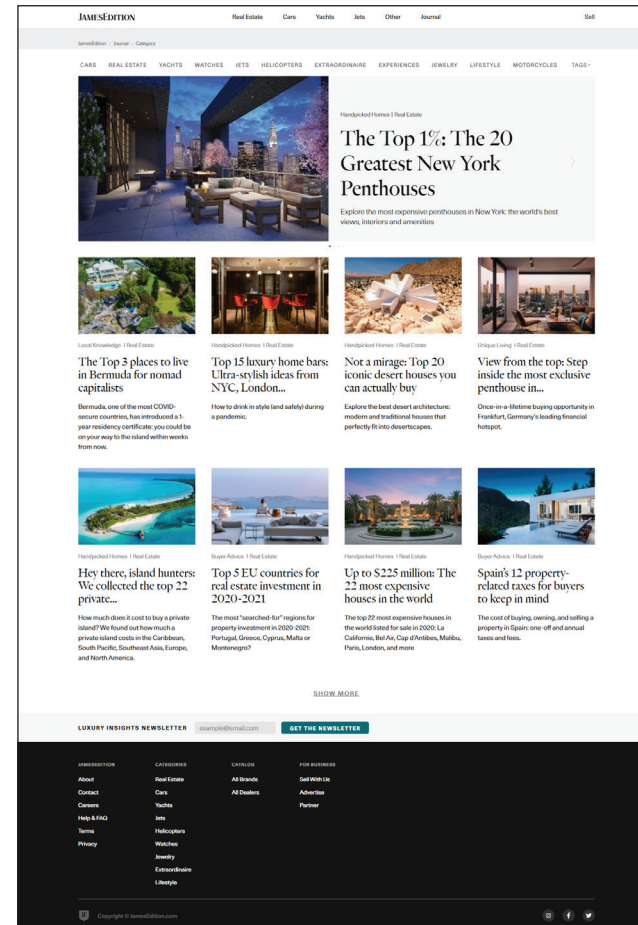
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

NEWSLETTER TOP & ARTICLE: \$ 5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



jamesedition.com

SOCIAL MEDIA POST

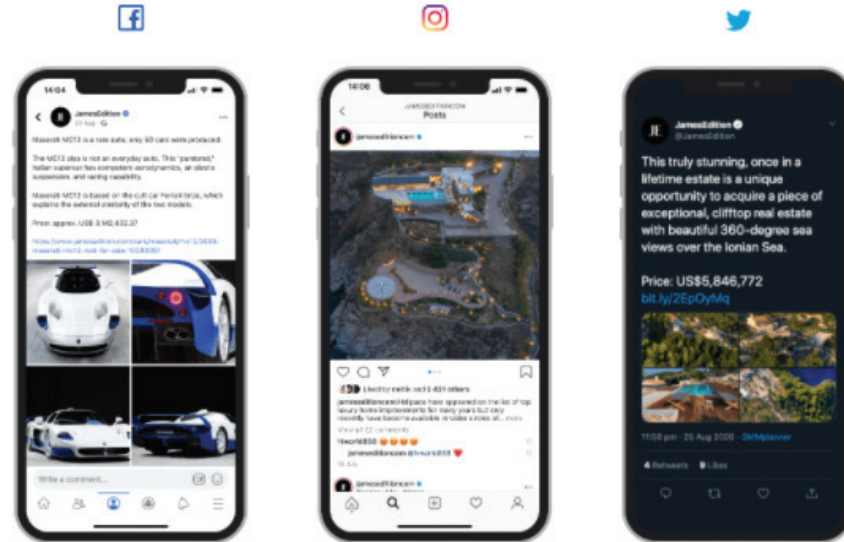
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

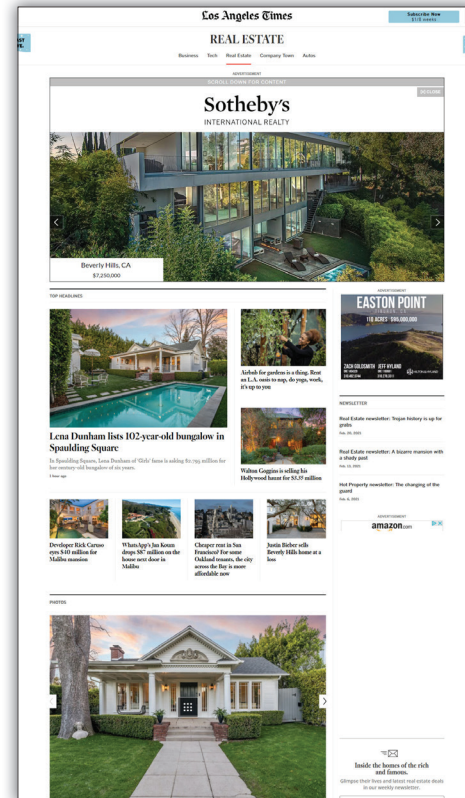
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325 MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,350/DEPLOYMENT

Los Angeles Times

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$600

FACEBOOK/INSTAGRAM AD: \$1,300 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
 Deluxe Suites to 3-Bedroom Villas
 From \$125,000 to over \$10 Million

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

The Wall Street Journal Online (WSJ.Com)

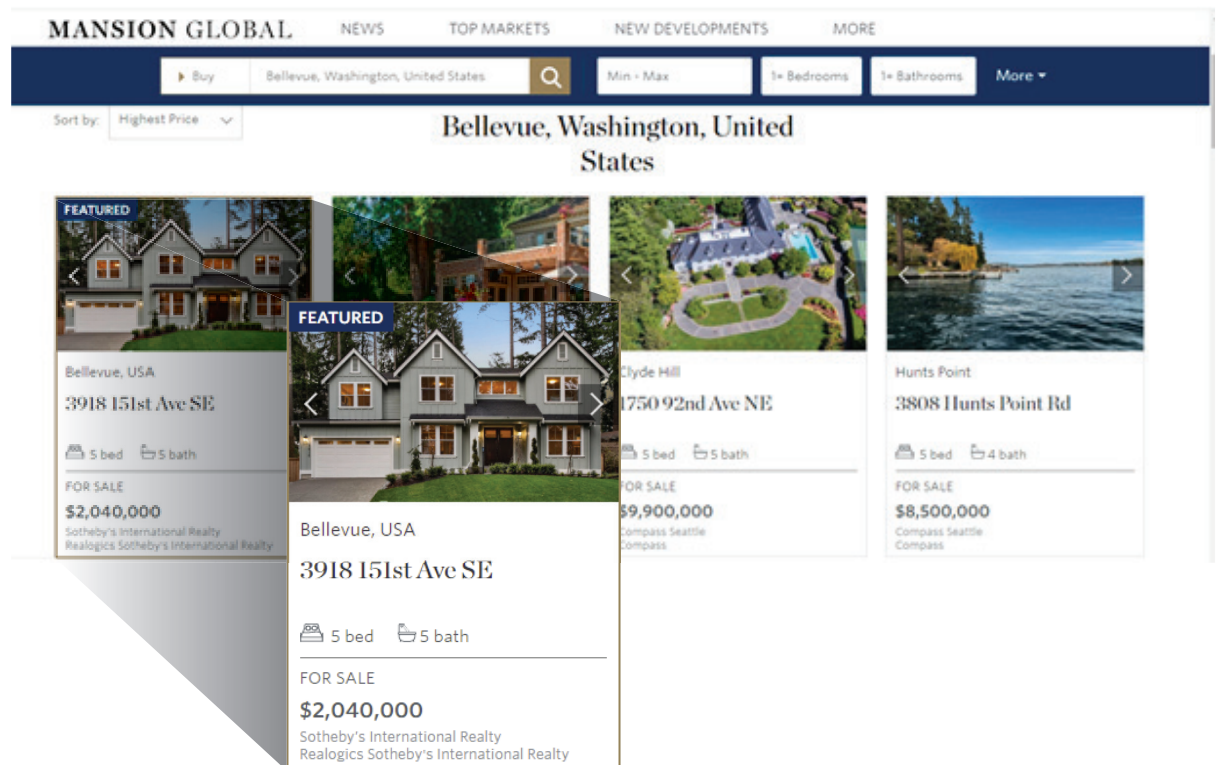
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

Included with print placement



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,130	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether **ed**

Staying home saves lives.

For more info visit coronavirus.gov

Powered by **COVIDment** AllChives

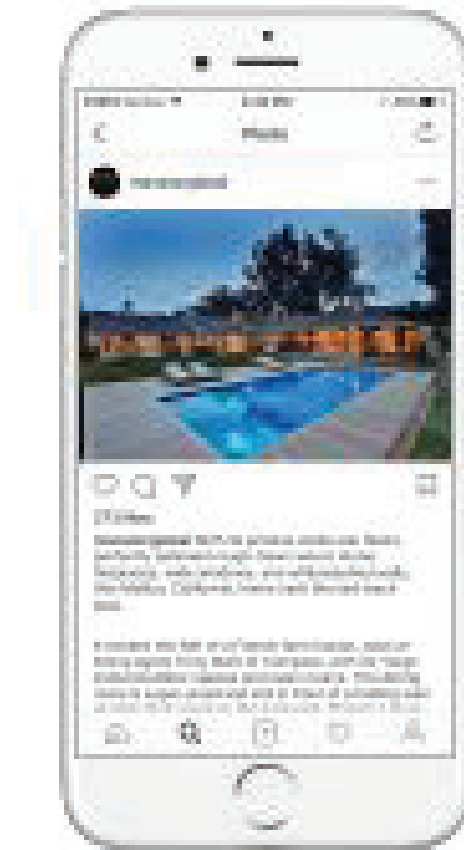
The Wall Street Journal Online (WSJ.Com)

@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

PRICE: \$1,775

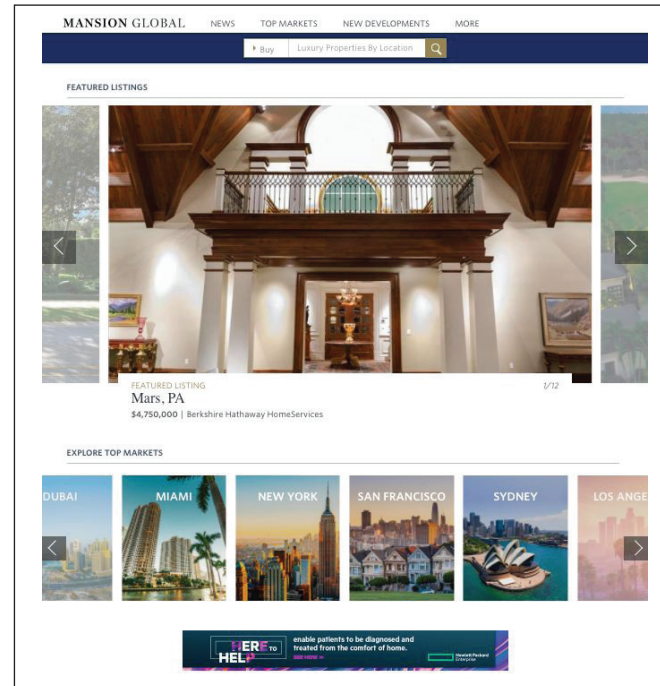


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
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THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

Fed Cuts Rates Amid Virus Fears
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Tennessee Twisters Kill at Least 25
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left four of thousands of residents without power.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide
Biden method a string of Super Tuesday primary victories and Super Tuesday wins in California as the two candidates broke away from the field for the first time in the race for the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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GREENSBORO, CONNECTICUT 1100 newfield.com \$1,000,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2000 newfield.com \$1,000,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MAYLAND, FLORIDA 1000 newfield.com \$1,000,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@matt.com +1 562.534.4633	MIAMI BEACH, FLORIDA 1700 newfield.com \$1,000,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@matt.com +1 754.733.1809	MIAMI BEACH, FLORIDA 1000 newfield.com \$1,000,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CINCY O'DARE / MACEE BEGAN cincy.odare@matt.com +1 754.733.1809
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The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$710/SINGLE SPOT, COLOR

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The New York Times
Today, don't forget to read and share it. The New York Times is the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

Web's Far Right Can Hear Itself As Trump Talks
Edge in Polls Might Not Tip House Seats
Chearing the Spread of Once-Fringe Views
Outcasts Hinge on a Handful of Trump

It's Not Heaven, It's Brooklyn.
Spending Millions in a Bid to Avoid Sanctions
Partisan Rhetoric Of New Query On The Census
Called to Serve, Utah Mayor Always Answered

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'

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Sotheby's INTERNATIONAL REALTY

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Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
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By JILL SACKIN
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- Readership: **1,993,418**
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- Average household income: **\$338,000**
- Median age: **51**

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Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$610

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Smith | STOTTUS/ALYSON WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in an estate directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-car garages, a carriage house, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE | AGENT | DEBRA RUSSELL

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Open the door to what's next.

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

Harald Grant
Assistant Broker
9200 Old Forge
Hampton, NY 11936
harald.g@sothebysrealty.com | 631.882.8888

Bruce Grant
Assistant Broker
9200 Old Forge
Hampton, NY 11936
bruce.g@sothebysrealty.com

SOTHEBYREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore
Assistant Broker
800 Old Forge
Hampton, NY 11936
rosie.v@sothebysrealty.com

Vanessa Moore
Assistant Broker
800 Old Forge
Hampton, NY 11936
vanessa.moore@sothebysrealty.com

Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$2,500

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com
\$18,500,000
St. Helena Brokerage
ARTHUR D. GOODRICH
arthur.goodrich@sothebys.realty +1 415.735.8779

PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
ISSUE 1 - SEPTEMBER 2019

TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA
MALIBU MODERN BY DOUG BURDGE,
CLASSIC LUXURY IN MONTECITO

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<p>VEED BEACH, FLORIDA</p>  <p>905 Winding River Road \$3,250,000 sothebyrealty.com/id/150WFF ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@sothebys.com +1 772.325.6564</p>	<p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000 sothebyrealty.com ONE Sotheby's International Realty MAZIE REGAN mzie@sothebys.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p>  <p>135East79StreetMaison.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@sothebys.realty +1 212.660.7766</p>
<p>LINCOLN, NORTH CAROLINA</p>  <p>1947 Flattrap Cliffs Drive \$29,750,000 sothebyrealty.com/id/LFP2M Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.276.3880</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeLiving.com \$6,480,000 Realty@sothebys.com SHAYNE TURSEOM shayne.turseom@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal Homes \$38,000,000 sothebahamas.com/id/48232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebahamas.com +1 242.424.9099</p>

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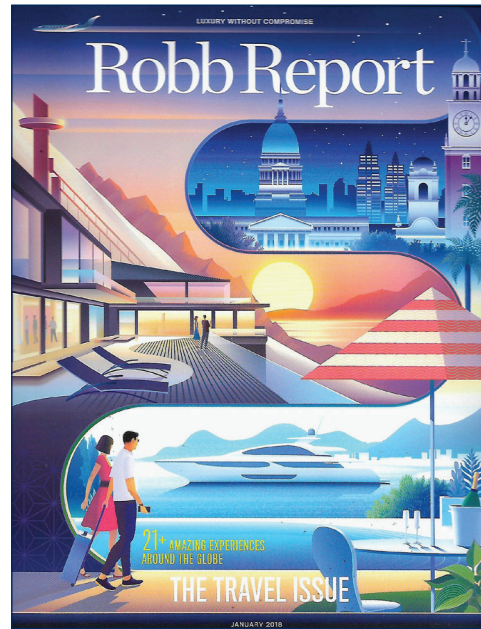
Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

PROPERTY SPOT, COLOR: \$830

Global



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Open the door to what's next.

Harald Grant
Associate Broker
100 West 42nd Street, 10th Floor
New York, NY 10018
Harald.Grant@sothebyrealty.com

Bruce Grant
Licensed Salesperson
608-897-2036
Bruce.Grant@sothebyrealty.com

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's
INTERNATIONAL REALTY

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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,250,000 sothebysrealty.com/44130WVF ONE Sotheby's International Realty KRISTIN BOBBON CINDY O'DARE kristin@rosterandregan.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty MAZIE REGAN mazie@rosterandregan.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street MaieE.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN NIKKI FIELD amanda.jordan@sothebysrealty.com +1 212.658.7798</p>
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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan 1 - All	Ad Description	September	October	November	December	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Bespoke Geo-Targeted Em: California, Illinois, New York, Massa		\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00	\$ 2,350.00	488,357
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - San Francisco, Los Angeles, Chicago, New York, Boston, Miami, Hawaii						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Property	Lighthouse Fixed Position - Hot Property Page		Bonus	\$ 325.00	Bonus	\$ 325.00	425,000
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
Chicago Tribune							
Chicago Tribune	Custom Email 100k	\$ 1,950.00				\$ 1,950.00	100,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00		\$ 2,130.00	1,269,333
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
Boston Globe							
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730
Chicago Tribune							
Chicago Tribune	Takeover		\$ 685.00			\$ 685.00	150,000
Conde Nast Magazines Regional Pages							
Architectural Digest - LA - West LA	Full Page				\$ 2,680.00	\$ 2,680.00	16,000
Financial Times							
Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00	631,371
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00		\$ 390.00	\$ 780.00	441,560
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00	441,560
Ocean Home							
Ocean Home	Full page + Digital Banners				\$ 2,500.00	\$ 2,500.00	70,000
Robb Report							
Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000
TOTAL						\$ 63,345.00	12,884,551

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2023

Plan 2	Media	Ad Description	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print								
	Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
Sotheby's Auction House: Digital								
	Sotheby's Bespoke Geo-Targeted Em Email							
	Sotheby's Bespoke Geo-Targeted Em California, Illinois, New York, Massa		\$ 2,500.00				\$ 2,500.00	25,000
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - San Francisco, Los Angeles, Chicago, New York, Boston, Miami, Hawaii						
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Smart Solutions Eblast								
	Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
Elite Traveler								
	Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000
Nob Hill Gazette								
	Nob Hill Gazette San Francisco, Penin	OTM on the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition								
	e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
	Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
LA Times								
	Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Property Page		Bonus	\$ 325.00	Bonus	\$ 325.00	425,000
	Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
WSJ.com								
	Property upgrades	Property upgrades		Bonus	Bonus		\$ -	
	Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
	Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00	76,200
Ocean Home								
	Facebook Post	Facebook Post		\$ 575.00			\$ 575.00	21,600
	Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800
	Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Crain's New York Business								
	Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
Chicago Tribune								
	Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Print								
The Wall Street Journal								
	The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
The New York Times								
	The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
	The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00	381,268
	The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
Boston Globe								
	Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730
Chicago Tribune								
	Chicago Tribune	Takeover		\$ 685.00			\$ 685.00	150,000
Conde Nast Magazines Regional Pages								
	Architectural Digest - LA - West LA	Full Page				\$ 2,680.00	\$ 2,680.00	16,000
Financial Times								
	Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00	631,371
The Los Angeles Times								
	The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00		\$ 390.00	\$ 780.00	441,560
	The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00	441,560
Robb Report								
	Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000
TOTAL							\$ 47,445.00	10,624,372

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2023

Plan 3	Ad Description	September	October	November	December	Media Total	Reach
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Bespoke Geo-Targeted Em: California, Illinois, New York, Massa		\$ 2,500.00				\$ 2,500.00	25,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - San Francisco, Los Angeles , Chicago, New York, Boston, Miami, Hawaii						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
LA Times							
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Property Page		Bonus	\$ 325.00	Bonus	\$ 325.00	425,000
Custom Email	Custom Email	\$ 1,350.00				\$ 1,350.00	30,000
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
Ocean Home							
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
Boston Globe							
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730
Chicago Tribune							
Chicago Tribune	Takeover		\$ 685.00			\$ 685.00	150,000
Financial Times							
Financial Times	Property Spot	\$ 730.00		\$ 730.00		\$ 1,460.00	420,914
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00		\$ 390.00	\$ 780.00	441,560
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00	441,560
Robb Report							
Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000
TOTAL						\$ 31,990.00	9,074,315

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change